

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

10¢

January  
15<sup>TH</sup>

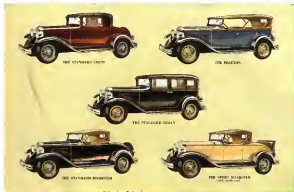


In This Issue:

THE OUTLOOK FOR 1931

Presenting the Views of Canada's Leading Business Executives

# General Motors announces A NEW CHEVROLET SIX



General Motors and Chevrolet are proud to present a new Chevrolet Six. This latest step in keeping with Chevrolet's well-known policy of progress through constant improvement... a policy which has now more than 2,000,000 owners to the Chevrolet Six... and made Chevrolet the largest-selling six-cylinder car in the world.

The new car is larger in size... with striking beauty... added comfort... and many mechanical improvements. Yet it sells at new, reduced prices... the lowest in Chevrolet history! Working with the added advantage of a longer, 100-mile wheelbase, Fisher craftsmen have been

able to design streamlined bodies that are for more graceful and beautiful than ever before. Interiors are roomier and more comfortable. The Lane seat wheels, finished in attractive lacquered colors and with large chrome-plated hub caps, are new standard equipment on all models at no extra cost.

Bigger—faster—lower in price... the new Chevrolet Six is now on display at dealers' showrooms everywhere. You are invited to inspect the new Chevrolet... to ride in it and drive it. If you can afford to buy any car... the latest-priced Chevrolet is Chevrolet history is really within your reach!

**The NEW  
CHEVROLET SIX**



**THERE IS A CHEVROLET DEALER NEAR YOU TO SERVE YOU**

## A recipe for a delicious meal!

Place the contents of one of Clark's Pork and Beans into earthen dish or bake pan. Mix in teaspoonful of dry mustard. Lay slices of bacon or salt pork on top, then pop dish into oven. When heated through, serve.

Here's how we make Clark's Pork and Beans for you: Beans, cooked slowly, slowly until they are tender, nearly and thoroughly digestible. Then, into spotlessly clean tin, and, to give the beans an even MORE delicious flavor, we add appetizing Tomato, Chili, or Plain Sauce, and some choice Pork... Plus, finally, all are cooked and blended together in the SEALED tin!

Every gourmet has them—prized even to tea.



**CLARK'S**  
**PORK and BEANS**

(With Tomato, Chili or Plain Sauce)

Prepared in Canada for more than 50 years

W. CLARK, LIMITED

Manufacturers of BOTTLED, TINS, 11 AND 15 LBS.  
and BAKING, CAN

**FREE**

Our beautiful 1934 "HOSTESS" CALENDAR FOR QUICKER AND BETTER MEALS, with a wonderful full color reproduction of the famous Clark's logo, will soon be yours! It contains 4 pages of delicious recipes, hints and menu suggestions—fully illustrated! One copy only to each home. You may get YOUR copy by sending us coupon below, filled in, along with one label from any Clark's food brand. Receipts will be filed in order received or until all calendars is completed.

USE THIS COUPON

W. CLARK, LIMITED,

P. O. Box 294, MONTREAL,

I am enclosing a label from a Clark's tin.

Please send me a copy of the 1934

Calendar.

NAME

ADDRESS



The Clark Shop Baby









# Toronto Has Its Face Lifted

By JAMES A. COWAN

A dramatic chapter from recent Canadian history recording the amazing transformation wrought on the Dominion's second city by a \$100,000,000 facial treatment

SOME time ago the Canadian Government decided to do a job of reorganizing.

They went to work on the main stem of the Dominion, the city of Toronto, and there they found a city that was old and decayed. They took the old city and replaced it with a new one, a city that was modern and beautiful.

When we think of the city of Toronto, we think of the city that was old and decayed. We think of the city that was old and decayed.

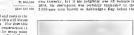
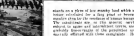
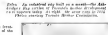
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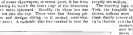
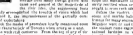
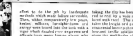
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Another striking transformation. Before the war, the city of Toronto was a city of old and decayed buildings. After the war, the city of Toronto was a city of modern and beautiful buildings.



Great part of modern Toronto, including



Modern and modern

any attempt to modernize the city of Toronto. The city of Toronto was a city of old and decayed buildings. The city of Toronto was a city of old and decayed buildings.

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# NEW REVENUE

## To Get Rid of War

Former Prime Minister of Canada declares that civilization will destroy itself unless man gets rid of war by organizing for peace

By R.T. HOIN ARTHUR MEEGHEN  
in The Observer

MacLean's presents tonight the last of an address delivered by Hugh Alexander, former Minister of External Affairs for the Government of Canada, to the International Friendship of the Americas Conference, held in Toronto, Ontario, Canada, on January 14, 1970.

With its origins in the spirit of organizing for the promotion of international friendship, the conference is a unique and important event in the history of the Americas. It is a unique and important event in the history of the Americas. It is a unique and important event in the history of the Americas.

But though there may be too many important things to do in the Americas, it is not too late to do them. It is not too late to do them. It is not too late to do them. It is not too late to do them. It is not too late to do them.

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## GET MORE OUT OF LIFE THIS YEAR

What of the Future?

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## Get a CHRYSLER

A New Year's message of life, begins. Make a New Year's message of life, begins. Make a New Year's message of life, begins.

More new play such as important part in modern life, and more to make in the enjoyment of life, this you should be making sure you from among the most enjoyable ones you can possibly own.

The new Chrysler—the Chrysler Six, the Chrysler Eight and the Chrysler Imperial Eight—presents today a Chrysler more for you than ever before. Make it a New Year's resolution. Get a Chrysler!

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CHRYSLER SIXES \$100 to \$105 CHRYSLER EIGHTS \$115 to \$120 CHRYSLER IMPERIAL EIGHTS \$125 to \$130  
All prices f.o.b. Windsor, Ontario. Includes standard factory equipment (weight and taxes extra).  
"CANADIAN BUILT FOR CANADIANS"  
CHRYSLER CORPORATION OF CANADA, LIMITED, WINDSOR, ONTARIO













## The years that pass you by and touch you not!

ALL of us know women whose faces wear the signs of their years. Some women as they grow old, find ways to hide the signs of their years. For their eyes are clear and bright and their complexion is clear, fresh and beautiful.

As these ladies become possessed of a special brightness, sometimes, too, their eyes, their hair, their skin, their faces have become so clear and bright that they are almost invisible. For their eyes are clear and bright and their complexion is clear, fresh and beautiful.

There is no secret in this. It is the result of a special treatment. There is no secret in this. It is the result of a special treatment. There is no secret in this. It is the result of a special treatment.

In Europe, women of wealth and position regularly visit the famous springs and spa where they find their complexion and their eyes are clear and bright and their complexion is clear, fresh and beautiful.

And in the mountains of the Alps, where the air is clear and bright and their complexion is clear, fresh and beautiful.

On a bench of St. Helena, where the air is clear and bright and their complexion is clear, fresh and beautiful.

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## CANADA'S Favorite Southern Winter Resort "The Sunshine City"

Just you will find a little place that is just what you need. It is just what you need. It is just what you need.

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## The Most Adorable Poem

Copyright, 1933, by J. D. ...

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## Certainly, YOU ARE INTERESTED!



Thousands of dentists have agreed that one type of dentifrice is the most effective in protecting teeth and gums.

Or rather you reduce the importance of your teeth and gums to a mere trifle. It is just what you need. It is just what you need.

A leading research institution made a careful study of the most effective dentifrice. It is just what you need. It is just what you need.

It is just what you need. It is just what you need. It is just what you need.



**Sal Hepatica**

It will be in the hands of the world to make their bodies healthy.

It will be in the hands of the world to make their bodies healthy.

**Absorbine Jr**

**Mercolized Wax Keeps Skin Young**

It is just what you need. It is just what you need. It is just what you need.





















*BECAUSE* the flavor of Swift's Premium Bacon, its mildness and savor, are uniquely delicious; because its tender meat is so evenly proportioned with fat and lean; because it can

be bought, in sanitary wrappings, in any of the three convenient ways shown here—these are some of the reasons why two generations of careful housewives have asked their dealers to "Be sure it's Premium."



Swift's Premium seal—a mark which identifies a complete line of foods of highest quality.



BE SURE IT IS SWIFT'S PREMIUM! The new Premium "Savor-tin" Ham, ready cooked in the sealed container, bears the familiar blue Premium label. The uncooked hams and bacon carry other identifying marks as well—the word Swift in brown dots down the length of the side—the markings on the end and parchment wrappings.

Swift Canadian Co. Limited



# Swift's Premium Hams and Bacon